

2011 Military Health System Conference

MHS MISSION: *To provide optimal health services in support of our nation's military mission — anytime, anywhere.*



Exhibitor Prospectus

Gaylord National Hotel and Convention Center
National Harbor, Maryland

Conference: January 24 – 27, 2011

Exhibit: January 25 – 26, 2011

The MHS Conference is an easy and affordable way to reach your target customer — with over 31% of its military audience in executive leadership roles, including a large number of Flag Officers and many military and civilian decision makers.

The 2011 MHS Conference

The 2011 Military Health System (MHS) Conference will provide more than 4,000 military and civilian medical professionals a platform to share knowledge and improve best practices.

The conference will focus on sharing knowledge and achieving breakthrough performance in health care delivery, research, education and training. The goal is to promote professionalism across the force, enhance partnerships within and outside the federal sector, and focus on ways to best serve the preventive and health care needs of our diverse beneficiary population.

Attendee Profile

Attendees are MHS leaders and staff, line leaders, military treatment facility personnel, beneficiaries, federal partner agencies and other stakeholders.

Who Should Exhibit?

Companies that offer innovative products and services related to the MHS's health care, research, education and research mission, including products and services that reflect a commitment to military readiness. Exhibitors will have the opportunity to enhance partnerships within and outside the federal sector.

What is included in my booth package?

- Exhibit space
- Company description in Exhibitor Guide
- Six Exhibit Personnel Badges per 100 square feet
- Booth amenities:
 - 8' back drape and 3' side drapes
 - One 6' skirted table
 - Two chairs
 - One wastebasket
 - Booth identification sign

Exhibitor Kit

The Exhibitor Kit will be available in mid-November to all paid exhibitors, and includes various order forms from the show contractor and logistic information.

Sponsorship Information

Sponsorships are a great way to heighten your visibility and enhance your marketing efforts at the MHS Conference. Each sponsorship opportunity offers unique visibility and benefits that are a perfect complement to your marketing plan!

To learn more about these opportunities, contact Mary Michalik at 312-265-9650 or mary@corcexpo.com.



Exhibit Space Fees per 10' x 10' (100 square feet) Standard Booth

Standard Booth

(100 square feet) - \$3,200

Corner booths - \$200 additional per exposed corner

Island Booth

(400 square feet and above) - \$2,700 per 10' x 10'

Note: Island booths – No corner charges will apply

Government Booth

(No Cost) - To qualify for a government booth, exhibitor must be approved by the MHS following receipt of application. Please note there are a limited number of government exhibit booths available.

Payment Schedule

To reserve a booth, complete and return the Exhibit Space Application via e-mail, fax or mail, with payment in the form of credit card or check, payable to MHS Conference.

Deposit: To be considered for exhibit space, all applications for commercial exhibit space must be accompanied by a \$500 deposit per 10' x 10' booth (payable in U.S. funds and drawn on a U.S. bank). The balance is due on October 22, 2010. All applications received after October 22, 2010 must include full payment.

Corcoran Experient accepts check, Visa, MasterCard or American Express. Selected exhibitors will be notified of their booth location. Non-selected applicants will receive a full payment refund based on the method of payment.

2011 Exhibit Schedule*

Exhibit Move-in

Monday, January 24 8:00 a.m. – 5:00 p.m.

Exhibit Hours

Tuesday, January 25 9:30 a.m. – 1:00 p.m.
2:30 p.m. – 4:30 p.m.

Wednesday, January 26 9:30 a.m. – 1:00 p.m.

Exhibit Move-out

Wednesday, January 26 1:00 p.m. – 7:00 p.m.

Thursday, January 27 8:00 a.m. – 3:00 p.m.

**Hours subject to change*

For exhibit information, contact:

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